1. A filtering method for a pixel P of a block B in a reconstructed image, comprising:

selecting one of a plurality of filtering masks based upon a position of said pixel P in said block B; and

averaging said pixel P and candidate pixels within the selected filtering mask.

2. A method of claim 1, wherein each of the plurality of filtering masks has 8 tabs.

3.. A method of claim 1, wherein a filtering mask with more tabs toward a block adjacent said block B is selected.

4. A method of claim 1, further comprising selecting a pixel within the selected filtering mask P_m as a candidate pixel if the value of the pixel P_m meets a predetermined condition.

5. A method of claim 4, wherein the pixel P_m is selected as a candidate pixel if the absolute value of the difference between said pixel P and pixel P_m is less than a threshold value.

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6. A method of claim 5, wherein the threshold value is calculated by an equation below,

$$\delta = k \times q$$

where k is a constant and q is a quantization step

5   interval of said block B.

7. A method of claim 6, wherein the value of k is 1.0 for filtering boundary pixels of said block B and 0.6 for filtering pixels within the boundary pixels of said block B.

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8. A method of claim 4, further comprising adding a weight value to said pixel P prior to the averaging, wherein said weight value is based upon a number of pixels P_m not selected as candidate pixels.

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9. A method of claim 8, wherein said weight value is the number of pixels P_m not selected multiplied by the value of said pixel P.

20   10. A filtering apparatus to filter a pixel P of a block B in a reconstructed image, comprising:

a filtering masking unit selecting one of a plurality filtering masks based upon a position of said pixel P in said

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block B; and

an averaging unit averaging said pixel P and candidate
pixels within the selected mask.

11. An apparatus of claim 10, wherein each of the
plurality of filtering masks has 8 tabs.

12. An apparatus of claim 11, wherein the plurality of
filtereing masks are modified 3x3 mask forms including:

a filtering mask in which eight tabs are selected from
the 3x3 mask form, discarding one corner tab;

a filtering mask in which more tabs are selected in a
vertical direction than a horizontal direction, and more
vertical lower tabs are selected than vertical upper tabs;

a filtering mask in which more tabs are selected in the
vertical direction than the horizontal direction, and more
vertical upper tabs are selected than vertical lower tabs;

a filtering mask in which more tabs are selected in the
horizontal direction than the vertical direction, and more
horizontal left tabs are selected than horizontal right tabs;
and

a filtering mask in which more tabs are selected in the
horizontal direction than the vertical direction, and more

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horizontal right tabs are selected than horizontal left tabs.

13. An apparatus of claim 10, wherein a filtering mask with more tabs toward a block adjacent said block B is selected.

14. An apparatus of claim 10, further comprising:

a comparison unit selecting a pixel within the selected mask P_m as a candidate pixel if the value of the pixel P_m meets a predetermined condition.

15. An apparatus of claim 14, wherein the pixel P_m is selected as a candidate pixel if the absolute value of the difference between said pixel P and pixel P_m is less than a threshold value.

16. An apparatus of claim 15, wherein the threshold value is calculated by an equation below,

$\delta = k \times q$

where k is a constant and q is a quantization step interval of said block B.

17. An apparatus of claim 16, wherein the value of k is

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1.0 for filtering boundary pixels of said block B and 0.6 for filtering pixels within the boundary pixels of said block.

18. An apparatus of claim 14, wherein the averaging unit adds a weight value to said pixel P prior to the averaging, wherein said weight value is based upon a number of pixels P_m not selected as candate pixels.

19. An apparatus of claim 18, wherein said weight value is the number of pixels P_m not selected multiplied by the value of said pixel P.

20. A coding and decoding method comprising:
a discrete cosine transform (DCT) unit performing a DCT operation with respect to divided blocks of an image to generate DCT coefficients.;

a quantization unit quantizing the DCT coefficients and transmitting the DCT coefficients in a form of a bit stream through a transmission channel;

a dequantization unit dequantizing the DCT coefficients received through the transmission channel;

an inverse DCT unit performing an inverse DCT operation with respect to the dequantized DCT coefficients to form a

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reconstructed image, and

a filtering process unit filtering each pixel of each
block of the reconstructed image by selecting one of a
plurality of filtering masks based upon a position of said
pixel in said block; and averaging said pixel and candidate
pixels within the selected filtering mask.